

EDUCATE *before*
YOU MEDICATE



NCPIE *enews*

National Council on Patient Information and Education

NCPIE E-
News
2015

September/October

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Quick Links...

Our Websites:

www.talkaboutrx.org
www.talkbeforeyoutake.org
www.bemedicinesmart.org
www.mustforseniors.org
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NCPIE Member News Corner

**NCPIE 2016 MEMBERSHIP
DUES
RENEWAL Invoices**

NCPIE has experienced a very
successful and productive 2015

Dear NCPIE Member:

Welcome to the latest issue of the bimonthly *NCPIE E-News*. We strive to keep you connected with information about our on-going programs and activities. We are interested in your feedback, so keep in touch and send me an email with news you would like to share relative to the **NCPIE mission** - which is:

To promote the wise use of medicines through trusted communication for better health

We would like to take this opportunity to extend a thank you to **Purdue Pharma, LP** for continued sponsorship (4th Year!) of the *NCPIE E-News* for 2015.

Don't forget to share the *NCPIE E-news* with your colleagues-- just use the "Forward email" link at the very bottom of this newsletter--you can add up to 5 email addresses.

Be sure to bookmark and visit the "Latest News" which is updated frequently. Click on "Newsroom" from the www.talkaboutrx.org home page. Click on the box/links below to "like us" on **Facebook** follow **NCPIE** on **Twitter**.

Warm regards,

Deborah
NCPIE

**October 2015 Marks a Successful 30th NCPIE
"Talk About Your Medicines" Month (TAYMM)!**

thanks to the support and engagement of the NCPIE membership.

The 2016 Membership Dues Renewal

Invoices will be mailed in early November and will be due on January 11. Members have the option to prepay next year's membership dues before the end of 2015 if they wish.

Your membership dues renewal will allow you to continue to maintain a logo and link to your organization/company website and to receive the bi-monthly NCPIE E-News.

Please contact Deborah Davidson, Membership Director with any membership related questions.



CHPA Foundation releases results of Consumer Survey on Attitudes on OTC Medicine Use, Storage and Disposal

In September, the CHPA Educational Foundation released new data from a Harris Poll (now Nielsen) survey measuring consumer knowledge of and attitudes about over-the-counter (OTC) medicine use, storage, and disposal.

The objectives of the survey were to:

- (1) Identify particular areas where educational campaigns can improve specific knowledge around appropriate use, storage, and disposal.
- (2) Establish benchmark measurements against which we can track long-term industry/foundation progress in increasing consumer safe use knowledge and behavior.



TAYMM is an annual opportunity to focus attention on the value that better medicine communication can play in promoting better medicine use and better health outcomes.

Our milestone anniversary theme "Talk About Your Medicines: Safe use. Safe storage. Safe disposal" captures the core purpose of NCPIE's mission, outreach, education and collaboration with stakeholders and health advocates: to promote the wise use of medicines through trusted communication for better health.

During the first week in October NCPIE distributed a comprehensive social and traditional media toolkit to NCPIE members and stakeholders with information, resources and graphics to foster conversations about safe medicine use, storage and disposal.

Kudos to all NCPIE members who participated in NCPIE's 30th annual "Talk About Your Medicines" Month by sharing the TAYMM messages via social and traditional media channels. Everyone's efforts helped to make our 30th a resounding success!

In support of our 30th TAYM Month, NCPIE was excited to be invited to partner with NCPIE members and stakeholders on 4 additional projects:

- NCPIE is collaborating with the **CHPA Educational Foundation** on additional consumer outreach messaging on safe disposal, including social media and a co-branded safe disposal page at www.knowyourotcs.org. These materials will be distributed to the NCPIE members as soon as the toolkit, and campaign collateral are finalized.
- NCPIE collaborated with **FamilyWize** on a free **E-Book: Live Healthy. Live Smart. A guide to smart, safe prescription use and savings.** Click here to read the [FamilyWize Press Release](#) and learn more about the educational campaign to help educate consumers on the smart, safe use of prescription medications and on cost-saving tools and resources that are available to help those with high prescription medication costs.

Survey results reveal: Consumers appreciate the importance of following the label and for the most part do so on a somewhat regular basis. There are specific areas where we can continue to reinforce safe use, for example when consumers use an OTC in a manner other than directed on the label it is most often - but not always - as a result of a physician conversation. The data also suggest a continued need for ongoing education around safe storage and increased education around safe disposal of unwanted or expired OTCs. These data will be helpful in our ongoing conversations with stakeholders including FDA, CDC, and provider groups as we discuss the value of our ongoing educational efforts. Read the [Press Release](#) to learn more.

The CHPA Foundation and NCPIE are collaborating on additional messaging around Safe Disposal (see adjacent TAYM Month article)



NCPIE Supports the 4th Annual Know Your

DoseCampaign Cold and Flu Rally

"Double Check; Don't Double Up" was launched on October 20, 2015 to remind consumers that many medicines used to treat cold and flu symptoms can contain common drug ingredients such as acetaminophen. [Research published this year](#) shows that consumers don't always know the potential risks of double dosing on medicine or that taking two medicines with the same ingredient could be harmful.

Acetaminophen is found in more than 600 over-the-counter (OTC) and

- USP posted a blog "[NCPIE Talk About Your Medicines Month: Discussing Safe Use, Storage & Disposal](#)" on [Quality Matters](#) blog site. Links to the blog also appear on the [usp.org](#) homepage and press area.
- NCPIE is participating in the development of an animated "pocket film" on Safe Disposal with the [Alliance on Aging Research](#), with support from the [CHPA Educational Foundation](#). NCPIE will share the video with the members when it is completed.

The title and subject for the October "Pharmacy Today One-to-One" article is: "Safety first: Talk to patients about safe use, safe storage, and safe disposal of medicines." (See below in the One-to-One section for the link to the article.)



NCPIE Teams Up with Boy Scouts on "BeMedWise About OTC Medicines"

On October 19, the Boy Scouts of America (BSA), in collaboration with NCPIE, launched the **SCOUTStrong Be**

MedWise Award program enabling Scouts to earn a **Be MedWise** patch for learning about the safe and responsible use of medicine. The October launch coincided with NCPIE's "Talk About Your Medicines" Month. Click here to view the [Boy Scouts Press Release](#) and the [Brian on Scouting Blog Post](#) that appears on [ScoutingMagazine.org](#).

The web-based, interactive program provides the opportunity for Scouts to earn a patch for learning about the safe and appropriate use of medicines and bolster their commitment to healthy living. During the program, Scouts will learn about the importance of using medicines responsibly and the danger of misusing medicines by not following the directions on the label. To earn the Be MedWise patch, Scouts will be required to complete a four lesson educational curriculum. The curriculum is also publicly available for use by educators, youth initiatives, community events and interested parents.

The program is posted on NCPIE's [www.bemedwise.org](#), with a click through to the [program materials](#), which reside on the BSA web site. The program is also featured on the home page of NCPIE's site [talkaboutrx.org](#).

NCPIE distributed a social and traditional media toolkit to NCPIE members and stakeholders with information about the

prescription medicines, including many that treat cough, cold, and flu symptoms. It's safe and effective when used as directed, but there is a limit to how much you can take in one day. Taking more than directed is an overdose and can lead to liver damage. The U.S. Food and Drug Administration has set a maximum daily dose of 4,000 milligrams of acetaminophen in a 24-hour period. More than 50 million Americans use acetaminophen weekly. The new research reaffirms that education is critical to ensuring that people take over-the-counter and prescription medicines safely.

Especially during this time of year when more people are taking medicines to treat their cold or flu symptoms, healthcare providers will serve their patients well by reminding them to double check their labels to ensure that they only take one medicine at a time. Learn more at KnowYourDose.org.

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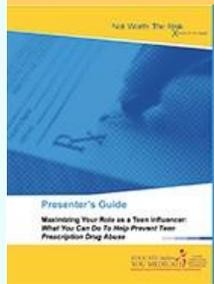
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SCOUTstrong Be MedWise Award to share with their members, constituents and allied audiences.

Cool fact: On October 19, BSA posted the announcement about the new program on its' "Facebook" page (with over 300,000 friends) and the FB post received over 1,000 likes and more than 500 shares.

Support for this collaboration was provided through a grant from McNeil Consumer Healthcare Division of McNEIL-PPC, a NCPPIE Board member.



Online Teen Influencer Workshop Materials Updated

"[Maximizing Your Role as a Teen Influencer: What You Can Do to Help Prevent Teen Prescription Drug Abuse](#)," is a comprehensive workshop for teen influencers-parents, grandparents, teachers, coaches, community and school-based

healthcare providers, and others individuals who interact regularly with teens. The workshop is designed to help educate audiences about teen prescription (Rx) drug abuse and misuse.

The Workshop materials are now updated to reflect current trends in teen drug abuse. These materials are easy-to-use for anyone interested in community outreach on the topic of teen Rx drug abuse. The presenter's guide and companion PowerPoint presentation provide all the materials necessary to implement a one-hour presentation. All materials are available from the NCPPIE website. This initiative was made possible by the Substance Abuse and Mental Health Services Administration (SAMHSA) and NCPPIE Board Members, Purdue Pharma LP and the National Association of Chain Drug Stores Foundation.

Learn more about [Maximizing Your Role as a Teen Influencer workshop](#) and help us promote it to your members, partners and stakeholders.

Discuss the Benefits and Risks of Prescription Medicines



NCPPIE's [Talk Before You Take](#) Campaign

NCPPIE continues implementation of [Talk Before You Take](#), the research-based public education campaign designed to encourage and improve communications between healthcare providers and patients about benefits and

potential risks of prescription medicines.

Visit: TalkBeforeYouTake.org

A second TBYT video designed to promote the free Talk Before You Take Pocket Guide is being finalized and will be posted in the near future on the Talk Before You Take website.

[* NCPIE wishes to acknowledge that this work was supported by the U.S. Food and Drug Administration, Center for Drug Evaluation and Research under grant number 5U18FD004653. The content is solely the responsibility of NCPIE and does not necessarily represent the official views of the Food and Drug Administration.]

[APhA Pharmacy Today - One-to-One Column](#)

NCPIE serves as co-editor for a monthly column in *Pharmacy Today* (American Pharmacists Association). The column is entitled "One-to-One" and is intended to help develop pharmacists' medication communication and counseling skills to promote safe and appropriate medicine use. **Click on the links below to read the most recent columns:**

October 1, 2015

[Safety first: Talk to patients about safe use, safe storage, and safe disposal of medications](#)

September 1, 2015

[Pharmacists' advice to boomers on medical cannabis use](#)

[Previous One-to-One articles are archived on Talkaboutrx.org/Newsroom and American Pharmacists Association's (APhA) [Pharmacy Today](#) website.]

Welcome! A Red Carpet Awaits: NCPIE extends a warm welcome to 2 new members

[American Association of Kidney Patients](#), Tampa, FL

The American Association of Kidney Patients is dedicated to improving the quality of life for kidney patients through education, advocacy and the fostering of patient communities.

[U.S. Pain Foundation](#), Middletown, CT

U.S. Pain Foundation is dedicated to serving those who live with pain conditions and their care providers. Founded in 2006 by a fellow person with pain, it is the mission of the organization to connect, inform, empower and advocate for the pain community. The U.S. Pain Foundation helps those who live with pain and their care providers find resources through a wide

variety of programs and activities.

Click on the links above to to learn more.

NCPIE Staff -- In, Out & About

October 29, 2015 - Deborah Davidson, Membership Director and Lee Rucker, NCPIE Senior Advisor, participated in the [National Coordinating Council Medication Errors Reporting and Prevention\(NCC MERP\)](#) meeting held at USP headquarters in Rockville, MD.

October 7, 2015 - Ray Bullman, Executive Vice President, attended CADCA's 17th annual Drug-Free Kids Campaign Awards Dinner in Washington, DC.

October 6, 2015 - NCPIE Board of Directors Meeting - hosted by the American Pharmacists Association (APhA) in Washington, DC.

October 6, 2015 - Deborah Davidson attended the National Consumers League Annual Trumpeter Awards dinner in Washington, DC.

September 29, 2015 - Deborah Davidson attended the Alliance for Aging Research 2015 Bipartisan Congressional Awards Dinner in Washington, DC.

September 21, 2015 - Deborah Davidson participated in the [Protecting Access to Pain Relief Coalition \(PAPR\)](#) meeting with the Office of Stakeholder Engagement at the Food and Drug Administration (FDA). The purpose of this meeting was to help inform the Agency on the PAPR's efforts to protect access to and choice of safe OTC pain relief. The Coalition's goal is to work collaboratively with FDA, Congress and stakeholders to achieve it's mission.

September 16, 2015 - Deborah Davidson attended the APhA Foundation Annual Pinnacle Awards at the American Pharmacists Association (APhA) headquarters in Washington, DC.

September 15, 2015 - Ray Bullman participated in the [So Simple, So Hard: Taking Medication as Directed Conference](#) in Sacramento, CA. The Script Your Future conference featured medication adherence strategies to improve health outcomes and reduce health disparities

September 9, 2015 - Deborah Davidson participated in the quarterly conference call of the Acetaminophen Awareness Coalition's **Know Your Dose** campaign.

NCPIE Online Guide - Prescription Drug Abuse Prevention: Resources for Community Action



Prescription Drug Abuse Prevention | **Resources for Community Action**

Click Here to see the comprehensive NCPIE online guide, **Prescription Drug Abuse Prevention: Resources for Community Action**. This guide organizes over 100 resources

into four categories: prescription drug abuse awareness, prevention, treatment, and recovery, and provides links to information appropriate for individuals, healthcare professionals, and communities in need. The guide includes a directory to leading advocacy/nonprofit organizations and federal agencies, including several NCPIE members, with current science-based resources on drug abuse and addiction.

Please share the link: <http://www.talkaboutrx.org/prescription/> to this easy to use online guide with your constituents.

The on-line guide was produced with support from Purdue Pharma L.P.



NCPIE and National Consumers League Develop New Guide to Finding Good Medication Apps

The **Consumer's guide to finding good medication apps** was created as a collaboration between Script Your Future Campaign (a campaign led by the National Consumers League) and the National Council on Patient Information and Education (NCPIE).

Please share the this useful resource with your constituents.



Become a NCPIE Supporter!

We hope you will consider making a donation in your organizations' name or your own name to support the important work of NCPIE.

Donation levels begin at \$50.00.

Please pass this issue of the NCPIE E-News forward to up to five friends/colleagues and invite them to support NCPIE.

NCPIE donors will be recognized on a dedicated page of www.talkaboutrx.org and in a future issue of the *NCPIE E-news*. Your contribution will help ensure that NCPIE can continue its mission to stimulate and improve communication of information on safe and appropriate medicine use to consumers of all ages and healthcare professionals. Your support will enable NCPIE to continue to develop award winning national consumer education outreach campaigns and messages.

Visit www.talkaboutrx.org and look for the "[Support NCPIE](#)" [button](#) to make your contribution today!